Abstract Of The Disclosure

Monitoring a subscriber's 120 viewing activities and creating a subscriber characterization. The subscriber characterization is then used to create the subscriber's preferred categories of programming, and to configure the display of an Electronic Program Guide (EPG) 140 or other suitable guide system in accordance with the subscriber characterizations. The EPG 140 includes one or more specifically preferred categories that indicate what the subscriber 120 is interested in, e.g., the highly watched programming, etc., as well as what may be of interest to the subscriber 120 based on his/her subscriber characterizations. Generally, the EPG 140 presents the preferred programming/category at the top of the EPG guide providing easy access to the subscriber's favorites. Thus, the EPG screen transmitted to the subscriber is a customized screen based on subscriber characteristics.